

PROMISING START MADE BY THE AUTOMOBILE SHOW

AUTO SHOW OPENING MAKES NEW RECORD

Paid Attendance Bigger Than
Previous "First Nights"
of Exhibition.

MANY NOTABLES PRESENT

Opening night at the automobile show had a record breaking paid attendance of 1,000, according to the statement of the show committee. Exhibitors reported that the attendance was composed largely of people who are really interested in purchasing cars, and more than the usual number of first night sales were made. The show opens to-day at 10 A. M. and will continue daily throughout the week, closing each night at 10:30 o'clock.

Closed type cars, limousines, landaulets, coupes and Berliners, which reveal many new features this season, are attracting the keen attention of the women visitors, who were present in great number on Saturday.

Among the interested visitors at the opening were Mr. and Mrs. A. Holland, Messrs. Perry, Rockefeller, and Mrs. Henry Black and the Misses Dorothy and Katherine Black, Theodore Roosevelt, Jr., John H. Townsend, Mr. and Mrs. George W. Foxworth, Mr. and Mrs. E. M. Hock, Mr. and Mrs. O. M. Smith, Mr. and Mrs. J. Frederic Tams, Miss Marie Rowland, Mr. and Mrs. William H. Woodin and the Misses Anne and Mary Woodin, Mr. and Mrs. William Randolph Hearst and Mrs. George Norton Miller, Miss Helen Miller, Malcolm E. Smith, Mr. and Mrs. Herbert S. Carpenter, Mr. and Mrs. Preston P. Satter, Mr. and Mrs. William Gillette and grandson, and Mr. and Mrs. Russell Colt.

SALESMEN WIELD THE PEN.

Studebaker Contest for Best Method
of Selling Cars.

Studebaker salesmen all over the United States are writing essays in a competition which is expected to develop hard facts in a scientific salesmanship. The contest already includes more than 1,000 men, with excellent prospects of three times as many entrants before the lists close and the work of the judges is begun.

"How to Sell a Studebaker Car" is the subject assigned to the essayists, who are all members of the field force of the corporation. The event is a success, as far as the cash prizes are concerned, with a special division and prize for each of the branches and distributing districts. It is of course, open only to members of the organization. Every State and virtually every trading center is represented by from one to several scores of contestants.

The contest is the idea of Sales Manager L. J. Miller of the Studebaker organization, who explains it as follows: "Something sells the Studebaker car. That something is probably a combination of various merits, such as the Studebaker reputation as a veteran manufacturer, the appearance of the cars themselves, their records for durability, the full floating rear axle with which they are all equipped, and so on. The essayists are to give us some of our salesmen maintain there are as many as 472 selling reasons. Just what elements are the ones that really count most in selling a car we do not know, we can only guess. The competition is our effort to find out. It will serve not only to establish definite standards, tested and found successful by hundreds and thousands of salesmen, but may also give us a definite line of approach, applicable to the general run of prospective buyers. It should also enable our

salesmen to avoid much loss of valuable time—their own time and that of the buyers."

The essays will be judged by Vice-Presidents E. R. Benson and James C. Henslet and Advertising Manager George L. Willman of the Studebaker organization, assisted by W. Robbins of the Wagner Electric Company and E. A. Walton of the Burroughs Adding Machine Company.

PIERCE HOLDS TO SIXES.

Company Has Decided to Continue
"Series 3" Without Change.

A statement is made by the Pierce-Arrow Motor Car Company that it will continue its present models without any change in price, equipment or construction. In other words, throughout at least the calendar year of 1915, the present model Series Three, will be continued.

The following is part of the company's statement: "For the first time in the history of the Pierce-Arrow Motor Car Company we feel justified in all fairness to our patrons in continuing a series of models without annual change. Series Three Pierce-Arrow motor cars meet so adequately the demands of the most discriminating people that we have decided to duplicate the series without change in design, equipment or in prices throughout at least the calendar year of 1915.

"The most careful study of engineering trends and style indications reveals nothing either in this country or abroad which is likely to equal or surpass the present Pierce-Arrow models. The excellent performance, durability, comfort and beauty of Series Three enable us to make this announcement for 1915 with perhaps pardonable pride and satisfaction."

EXCHANGE CAR PLAN.

Locomobile Has Own System of
Handling Problem.

To handle its used or exchange car business the Locomobile Company of America has perfected a separate organization and reports that the relations between itself and its clients are proceeding in an eminently mutually satisfactory manner. The facilities offered by the branch house in New York city make the organization on West Sixty-first street the logical clearing house for almost the entire business done in exchange cars by the Locomobile sales organization.

This being a branch house organization, with branches in sixteen of the principal cities of the United States, affords the New York used car organization the opportunity to have available at all times an exceptionally fine stock of used or exchanged cars to choose from. This stock covers probably the widest range of makes and values to be found under one roof. The Locomobile exchange car organization in New York is under the management of J. A. Melish, who reports an excellent season in exchange cars.

EVERY THIRD NEW CAR.

Will Have Goodyear Tires in 1915,
Says G. M. Stadelmann.

Every third car manufactured in the United States for 1915 will be equipped with Goodyear tires. This announcement is made by the Goodyear Tire and Rubber Company after analysis of the situation. Manufacturers estimate that about 625,000 cars will be produced within the next year," says Sales Manager G. M. Stadelmann. "This number includes gasoline and electric pleasure cars and light commercial cars equipped with pneumatic tires. Approximately 205,000 will start their careers on Goodyear tires, close to a million tires being required for this phase of the company's business alone.

"More than half this number of cars will use no rim cuts exclusively. Indeed, practically all of them will be equipped with rims that will permit the use of no other tire. Over 85,000 new cars will display the all leather tread on rear wheels as regular equipment."

INNOVATION OFFERED IN AUTO LITERATURE

Annual Hupmobile Catalogue,
Called "Year Book," Is a
Magazine.

E PLAINS FIRM'S IDEAS

An innovation in automobile literature appears at the Hupmobile exhibit. It is the annual catalogue called the "Hupmobile Year Book." Separate chapters are devoted to each department's business and the department managers explain to the buying public their relation in the Hupmobile organization.

The opening chapter—the "President's Message"—explains the basic principles of the Hupmobile organization and tells of the aims and policies of the company and how the founders of the organization started out with the idea in mind "to make quality cars at rock bottom prices."

Joseph R. Drake vice-president of the company, describes in detail the company's product. "Hupmobile Satisfaction" is the topic set forth in chapter three. Chapter four deals with Hupmobile service—its breadth and scope—and how the factory and dealers look after Hup owners.

"Hupmobile Manufacturing"—chapter five—by S. F. Humphrey, manufacturing manager, is the subject under which the methods of Hupmobile building are described. "How Hupmobile Riding Ease Is Incorporated"—chapter six—is the chapter under which Hupmobile comforts are listed. The chief engineer this chapter is given with a description of the mechanism. This completes the book.

CITY TO SELL STEAM YACHT.

Antietam, 102 Footer, at Auction
Next Wednesday Morning.

The city will sell at public auction next Wednesday the steam yacht Antietam. Bidding will begin at 10:30 A. M. at Pier A, Battery place, North River. The successful bidder will be required to pay 25 per cent. of the amount of the bid at the time and place of sale. The remainder of the purchase price must be paid at or before noon on January 12 at the Dock Commissioner's office.

The sale will include the boiler room equipment, davits, anchors, gangplank, life preservers, fire extinguishers, pilot house, cabin, cabin carpets, pilot house, porch and skylight curtains, mattresses, bed springs, pillows and bed coverings, electric fixtures, mirrors, all lamps attached to the partitions and the lifeboats. The yacht and appurtenances will be sold as one lot.

The terms of sale stipulate that while the description of the items is believed to be correct the Dock Commissioner will not make any allowance from the purchase money for inaccuracies. Bidders must judge for themselves as to the correctness of the descriptions before making their bids.

Another stipulation requires the purchaser to remove the yacht one week from date of sale. If the purchaser does not do this he will forfeit the purchase money and all claim to the ownership of the yacht. The city holds the right to resell and the proceeds from the sale will be the property of the city.

The Antietam's length is 102 feet over all, length of water line 86 feet 5 inches, length of deck 99 feet 10 inches. She was built at Port Jefferson, L. I., in 1899. Her style is flush deck yacht, long overhang stern and pilot house. Her tonnage is 67.

TO-DAY THEATRICAL DAY AT BIG AUTOMOBILE SHOW

Many Prominent Players Now in New York Will Be
Guests of Manager S. A. Miles—Wednes-
day to Be Society Day.

To-day will be "Theatrical Day" and many prominent players now in New York will be the guests of Manager S. A. Miles. Wednesday will be set aside as "Society Day," upon which double admission will be charged.

The saleswomen in the Maxwell space were busy on opening night, and it is a certainty that the first sale of an automobile ever made on the main floor of the motor car show will not be long in being announced.

A year ago when the Saxon Motor Company exhibited in Grand Central Palace its booth was on the fourth floor. This year it is on the second floor and just missed getting a location on the first floor. When the committee of the Automobile Chamber of Commerce met in October to assign space for the exhibitors in proportion to volume of sales, the Saxon Motor Company was easily entitled to show on the main floor on the basis of business done up to that time.

However, the authorities are accustomed to count only the sales made for a year ending July 1. Inasmuch as the Saxon Motor Company began shipping cars on March 1, only four months of shipments could, according to the rules governing the allotment of space, be counted in the reckoning.

Among the cars making their first appearance at the show is the Chalmers New Six at \$1,400. This is the first Chalmers model ever offered at a price below \$1,500. A quality "six" at double this figure was an unheard of thing as recently as three years ago.

The first claim for the honor of selling the first car at the show was made early yesterday by C. S. Henshaw of Boston, who reported he sold a Dodge Brothers car to another Bostonian two minutes after the show opened. Pie on you, New York dealers, to be so outstripped by a Bostonian.

There are three eight cylinder cars at the show, one of the most interesting being the Briggs-Detroit, which sells just under \$1,200. This car has a Perkins motor of a smooth design and appearance. So good was the effect of the car's appearance that the company signed as New York dealer on Saturday night Ernest G. Goldman, who has the Standard and Motor Truck agency at 250 West Fifty-fourth street.

Among the first sales reported on Saturday night was a Mercer, sold by Sales Manager W. A. Almy of the Mercer Company to R. H. Hopkins of Colorado Springs, Col. Other first night sales were reported by the White, Marmon, Hudson, National, Stutz, Studebaker and Maxwell forces and a few more.

A number of exhibits, especially in the necessary division, which failed to reach New York in time for the opening were brought into the Palace yesterday and installed. The accessory section is probably more comprehensive than ever before and largely because of the novel way of displaying the goods and illustrating their operation by mechanical, electrical and lighting devices.

TESTS OF OAKLAND ECONOMY.

New Car Has Been Thoroughly Tested
Out in This Way.

One economy test after another has been made by various manufacturers. Few have made as many as the new Oakland in this department. This car a few weeks ago accomplished the unequalled feat of 237 miles to the gallon under official supervision. This mileage was made over country road and through city traffic in the evening of a cold day.

Sidney B. Bowman, New York distributor for the Oakland, has received a number of every day records, made by owner drivers of Oakland in various parts of the country, under adverse circumstances. Here are a few of them:

Twenty-seven and four-tenths miles made at Cleveland November 5, 1914, driver and three passengers, making four in all. Car passed through heavy traffic part of the time run was made. Wind velocity on day of trip thirty-nine miles an hour.

Twenty-one and three-tenths miles in snowstorm made at Toledo, Ohio, in freezing weather with the wind blowing forty miles an hour, December 3, 1914, four passengers. The weather was so severe that occupants sat on the floor of the tonneau and covered themselves over completely with robes.

Twenty-five miles made at Youngstown, Ohio, November 12, 1914, four passengers. Twenty-four and six-tenths miles made at Youngstown, Ohio, November 11, 1914, four passengers.

Twenty-five and four-tenths miles, in zero weather, made at Pittsburgh, Pa., December 18, 1914, four passengers carried. Most remarkable test ever made in Pittsburgh. Snow on road. Both serpentine roads included in run. All hills taken on high, except steepest of the serpentine roads, which was thickly covered with snow, making the pulling exceedingly hard. Four miles and three stops in heavy traffic. Stock demonstrating car used that had previously covered 3,435.6 miles.

Wherever a test was made a regular car belonging to the local representative was used. After each test a hill climbing demonstration was made with car carrying its full passenger load and without any adjustment whatever.

NEW CADILLAC EIGHT IS EXCITING INTEREST

First Car of Its Type to Be
Manufactured in This
Country.

In each annual show one car or some one advance made in the industry during the year receives a major portion of the interest of the visitors.

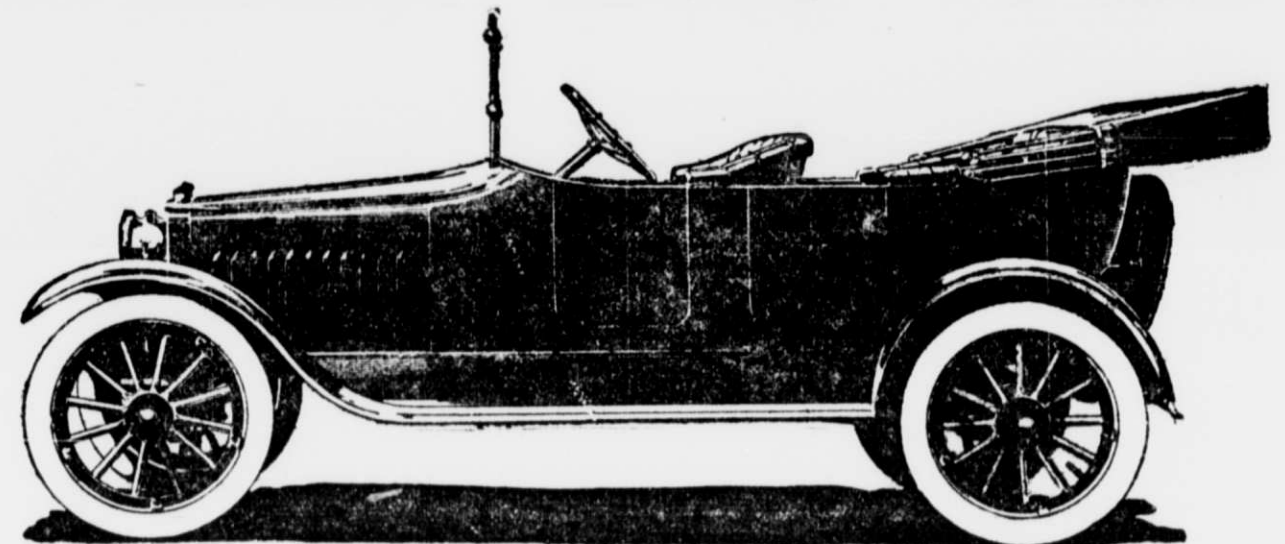
In this show the eight cylinder Cadillac is a focusing point of attention by reason of its having been the first eight cylinder car produced and marketed in large quantities by an American maker. Disappointment awaits those who seek the Cadillac exhibit with the expectation of viewing a car of radical external appearance. One who does not know that the hood covers a motor of eight cylinders might assume that the power plant was the conventional four cylinder design, for the hood is no lower than that used on last year's Cadillac.

This is due to the fact that the eight cylinders are not arranged in line, but are set opposite each other, at right angles, or in V form, four on each side. The advantages of this construction may be classified under four heads: size, weight, torque and cooling. The compactness of construction results in correspondingly short crankshaft and camshaft, which practically eliminates the periodic vibration or thrashing to which long shafts are subject.

Apply to Meet Matthews To-night.

Edward T. Apply of Columbia University and Charles P. Matthews of Brooklyn will meet in the final game of the national class C amateur 18.2 ballkline billiard championship tournament at Doyle's billiard room to-night at 8 o'clock. These two players are tied with three games won and one lost each. The winner of to-night's game will take first prize and the loser will be tied with George T. Moon, Jr., for second place. The playoff of this tie will take place to-morrow night.

SAXON "SIX" \$785



Now a "Six" You Can Afford

Six-cylinder, long-stroke, high-speed motor
Electric starter and lights
31-inch x 3 1/2-inch tires
Vanadium steel springs, cantilever type
30-35 h. p.
Roomy five-passenger body
Demountable rims
One-man top
Speedometer

At the Motor Show in Grand Central Palace you will find the answer to a nation-wide question.

That question has been: "Why doesn't someone build a good, low-priced six-cylinder car?"

The car that answers it is the Saxon "Six."

The place where the Saxon "Six" is to be found is on the second floor front.

And the distinctive points about the Saxon "Six" are these:

It is the first "Six" produced at a price as low as \$785.

—the first "Six" at less than \$1250 with 30-35 h. p. long stroke, high-speed motor.

—the first "Six" at less than \$1250 with 112-inch wheelbase.

—the first "Six" with a lower cost of operation than most "fours."

—the first standard "Six" of truly light weight.

—the first "Six" at or near its price with 32 x 3 1/2" tires and demountable rims.

—the first "Six" within double its price to offer so many high class features as standard features.

—the first low-priced "Six" which from radiator to tail light represents in every feature an absolutely modern design.

—the first "Six" that so ideally combines simplicity and lightness with strength and sturdiness.

—the first "Six" selling at less than \$1250 with such generosity of width within the tonneau seat.

—the first "Six" at less than \$1250 that so faithfully carries out the genuine streamline body effect.

If you have considered the possession of a "Six" a privilege to be enjoyed only by a small number—

If you have thought a reliable-acting "Six" must be priced at \$1200 or more—

If you have supposed that a "Six" is necessarily heavy and therefore costly to keep—

Then this announcement of the new Saxon "Six" will be a real revelation to you.

Saxon Roadster \$395



Demand for this popular model compels doubled output.
Standard or 60-inch tread. Wood or wire wheels.
Electric lights and starter, \$70 extra.

Saxon Motor Company, Detroit
New York Branch: 251 West 57th Street

The Saxon "Six" is shown for the first time in Grand Central Palace, second floor front. We invite the most careful inspection and comparison

There's a New-Type Car At This Year's Show

THE OWEN MAGNETIC

The Car of a Thousand Speeds
Gasoline Power Electric Transmission

The chief sensation of the Show this year is a gasoline car of the finest type with the new Entz Electric Transmission.

It is known as the Owen Magnetic. It marks the end of all gear shifting. It does away with the clutch. It offers the range of a thousands speeds through a little lever control on the wheel.

Its inventor is J. B. Entz, for thirty years a famous electrical engineer. Its builder is R. M. Owen, for seventeen years a leader in the automobile industry.

The device has been tested under every condition for years. A single big car equipped with it has been run for 150,000 miles. Hundreds of experts have completely approved it. Prominent motorists have already adopted it. There is no possible question about it.

What we have done is to complete the electrification of the gasoline motor car.

Without adding any parts to the present electric apparatus, our system includes an electric transmission of a thousand speeds and electric brake, replacing the old lighting and starting system and eliminating the fly wheel, clutch and clutch pedal, transmission gears and shifting lever.

There is no connection between the engine and the driving shaft save magnetism acting through air space. No shocks or jerks can be conveyed between the driving wheels and the motor.

There is no clutch to slip or stick or operate. There are no gears to shift. There are less parts and less complications than in the cars you know. The principles employed are as old as electric motors. The transmission is simplicity itself.

No Clutch
No Clutch Pedal
No Gears to Shift
No Fly Wheel
No Separate Starter
No Separate Generator

The effect is this: A Gasoline-Electric combining every advantage of both types. We have the gasoline car's power, speed and unlimited mileage. We have the gas car's lightness—no heavy batteries. Yet we have the silence of the electric, its flexibility; its thousand speeds. We have its freedom from gear shifting, its freedom from the clutch. We have its simplicity, its ease of operation.

One little lever on the wheel starts and controls this car. Move it slightly and the engine starts. Move it again and the car starts slowly. Move it further and the speed increases, rapidly, without jerk or jar. And this same device, through this same little lever, acts as a powerful magnetic brake.

You never take your hand from the steering wheel save to use the emergency brake.

Luxury of motion attains a new meaning in this Owen Magnetic car. The car starts out as though unseen power propelled it. It glides from low to high speed without the slightest

intermission. The power is never disconnected. It seems like coasting or like flying, rather than riding on wheels.

When you once know the joys of electric drive and control, you will never want to go back to the clutch and the gear shift.

See it at the Show. We have it in constant operation. You can see for yourself that this Magnetic transmission is bound to displace the old type. You will know it better when you drive it on the road.

The Owen Magnetic is this year for men who want new things first. We shall build but a limited number. Next year this transmission will be licensed for use in other cars.

Exhibited in Space C 3, Third Floor, at the Show
R. M. OWEN & CO., Seventh Ave. and 49th St., N. Y.